

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| | | |
|--|---|--|
| <u>Contract / Revision</u> 575398 / | | <u>Alt Order #</u> 09816966 |
| <u>Product</u> PRIORITIES USA ACTN | | |
| <u>Contract Dates</u> 10/02/12 - 10/08/12 | | <u>Estimate #</u> 1563 |
| <u>Advertiser</u> Priorities USA Action | | <u>Original Date / Revision</u> 09/17/12 / 09/18/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WITI | <u>Account Executive</u> Trevor Heaton | <u>Sales Office</u> Washington DC |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 8356 | <u>Advertiser Code</u> 321 | <u>Product Code</u> 340 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Mundy Katowitz Media
Attention: Casey Bessette
1322 G Street SE
Washington, DC 20003

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | 6 | 10/02/12 | 10/02/12 | M-F 5a-530a | 5a-530a | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$400.00 | | | |
| N 2 | 6 | 10/04/12 | 10/04/12 | M-F 5a-530a | 5a-530a | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$400.00 | | | |
| N 3 | 6 | 10/08/12 | 10/08/12 | M-F 5a-530a | 5a-530a | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$400.00 | | | |
| N 4 | 6 | 10/03/12 | 10/03/12 | M-F 6a-630a | 6a-630a | | :30 | | | NM | 1 | \$935.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$935.00 | | | |
| N 5 | 6 | 10/05/12 | 10/05/12 | M-F 6a-630a | 6a-630a | | :30 | | | NM | 1 | \$935.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$935.00 | | | |
| N 6 | 6 | 10/02/12 | 10/02/12 | M-F 7a-730a | 7a-730a | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$1,000.00 | | | |
| N 7 | 6 | 10/04/12 | 10/04/12 | M-F 7a-730a | 7a-730a | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$1,000.00 | | | |
| N 8 | 6 | 10/08/12 | 10/08/12 | M-F 7a-730a | 7a-730a | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$1,000.00 | | | |
| N 9 | 6 | 10/03/12 | 10/03/12 | M-F 8a-830a | 8a-830a | | :30 | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$850.00 | | | |
| N 10 | 6 | 10/05/12 | 10/05/12 | M-F 8a-830a | 8a-830a | | :30 | | | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$850.00 | | | |
| N 11 | 6 | 10/02/12 | 10/02/12 | M-F 9a-10a | 9a-10a | | :30 | | | NM | 1 | \$335.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$335.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| <u>Contract Dates</u> 10/02/12 - 10/08/12 | | <u>Product</u> PRIORITIES USA ACTN |
| <u>Advertiser</u> Priorities USA Action | | <u>Estimate #</u> 1563 |
| | | <u>Original Date / Revision</u> 09/17/12 / 09/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|-------|----|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|--------|------------|
| | | | | | | | | | | | Spots | Amount |
| N 12 | 6 | 10/03/12 | 10/03/12 | M-F 10-11a | 10-11a | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$200.00 | | | |
| N 13 | 6 | 10/04/12 | 10/04/12 | M-F 11a-1130a FOX 6 | 11a-1130a | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$300.00 | | | |
| N 14 | 6 | 10/05/12 | 10/05/12 | M-F 3p-330p | 3p-330p | | :30 | | | NM | 1 | \$185.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$185.00 | | | |
| N 15 | 6 | 10/02/12 | 10/02/12 | M-F 1p-2p | 1p-2p | | :30 | | | NM | 1 | \$315.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$315.00 | | | |
| N 16 | 6 | 10/05/12 | 10/05/12 | M-F 2p-3p | 2p-3p | | :30 | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$125.00 | | | |
| N 17 | 6 | 10/04/12 | 10/04/12 | M-F 3p-330p | 3p-330p | | :30 | | | NM | 1 | \$185.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$185.00 | | | |
| N 18 | 6 | 10/03/12 | 10/03/12 | M-F 430p-5p | 430p-5p | | :30 | | | NM | 1 | \$385.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$385.00 | | | |
| N 19 | 6 | 10/08/12 | 10/08/12 | M-F 430p-5p | 430p-5p | | :30 | | | NM | 1 | \$385.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$385.00 | | | |
| N 20 | 6 | 10/02/12 | 10/02/12 | M-F 5p-530p | 5p-530p | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$600.00 | | | |
| N 21 | 6 | 10/04/12 | 10/04/12 | M-F 5p-530p | 5p-530p | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$600.00 | | | |
| N 22 | 6 | 10/03/12 | 10/03/12 | M-F 530p-6p | 530p-6p | | :30 | | | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$600.00 | | | |
| N 23 | 6 | 10/04/12 | 10/04/12 | M-F 6p-630p | 6p-630p | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$650.00 | | | |
| N 24 | 6 | 10/08/12 | 10/08/12 | M-F 6p-630p | 6p-630p | | :30 | | | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$650.00 | | | |
| N 25 | 6 | 10/02/12 | 10/02/12 | M-F 630p-7p | 630p-7p | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$500.00 | | | |
| N 26 | 6 | 10/05/12 | 10/05/12 | M-F 630p-7p | 630p-7p | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$500.00 | | | |
| N 27 | 6 | 10/03/12 | 10/03/12 | M-F 930-10p | 930p-10p | | :30 | | | NM | 1 | \$1,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$1,450.00 | | | |
| N 28 | 6 | 10/05/12 | 10/05/12 | M-F 930-10p | 930p-10p | | :30 | | | NM | 1 | \$1,450.00 |

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| <u>Contract Dates</u> 10/02/12 - 10/08/12 | <u>Product</u> PRIORITIES USA ACTN | <u>Estimate #</u> 1563 |
| <u>Advertiser</u> Priorities USA Action | | <u>Original Date / Revision</u> 09/17/12 / 09/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Totals Amount |
|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$1,450.00 | | | |
| N 29 | 6 | 10/02/12 | 10/02/12 | M-F 10p-1035p | 10p-1035p | | :30 | | | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | | | | 1 | \$1,300.00 | | | |
| N 30 | 6 | 10/08/12 | 10/08/12 | M-F 10p-1035p | 10p-1035p | | :30 | | | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$1,300.00 | | | |
| N 31 | 6 | 10/03/12 | 10/03/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | | | | 1 | \$550.00 | | | |
| N 32 | 6 | 10/08/12 | 10/08/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$550.00 | | | |
| N 33 | 6 | 10/04/12 | 10/04/12 | M-F 1105p-1135p | 1105p-1135p | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | | | | 1 | \$300.00 | | | |
| N 34 | 6 | 10/08/12 | 10/08/12 | M-F 1105p-1135p | 1105p-1135p | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$300.00 | | | |
| N 35 | 6 | 10/05/12 | 10/05/12 | M-F 1135p-1205a | 1135p-1205a | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | | 1 | \$300.00 | | | |
| N 36 | 6 | 10/06/12 | 10/06/12 | Sa 8a-9a | 8a-9a | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | 1 | \$375.00 | | | |
| N 37 | 6 | 10/06/12 | 10/06/12 | Sa 9p-10p | 9p-10p | | :30 | | | NM | 1 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | 1 | \$1,050.00 | | | |
| N 38 | 6 | 10/07/12 | 10/07/12 | Su 8a-9a | 8a-9a | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$350.00 | | | |
| Totals | | | | | | | | | | | 38 | \$23,560.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/08/12 | 38 | \$23,560.00 | \$20,026.00 |
| Totals | 38 | \$23,560.00 | \$20,026.00 |

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---------------------|--|------|-------|-------------------|--------------------|
| | | | | | |

Total Charges:

This broadcast time will be used by: Priorities USA Action

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC, 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/10/12
Date

Cory Benthall
Signature

202-675-6936
Contact Phone Number

SIGN HERE

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

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| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

This broadcast time will be used by: Priorities USA Action

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☒ **Yes**

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The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/10/12
Date

Cory Burt
Signature

202-675-6836
Contact Phone Number



TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Mundy Katowitz Media, Inc.1322 G Street SE
Washington, DC 20003
202-675-6936
Media 4 Account**BANK OF AMERICA, NA**
87-176/843**1989**

09/27/2012

PAY TO THE
ORDER OF WITI TV

\$ **20,026.00

Twenty thousand twenty-six and 00/100*****

DOLLARS

WITI TV



MEMO

Priorities USA Action MKM119-12 10/2-10/8/2012

⑈001989⑈ ⑆084301767⑆ 041135281781⑈

Mundy Katowitz Media, Inc.
09/27/2012**WITI TV****1989**

Priorities USA Action MKM119-12 10/2-10/8/2012

20,026.00

Order # 575398

1054 ML Media 4

Priorities USA Action MKM119-12 10/2-10/8/2012

20,026.00